

REQUEST FOR PROPOSAL

Tourism Satellite Account Analysis 2012/13

The following specifications are offered by the Rhode Island Economic Development Corporation / Tourism Division (RIEDC/TD) for Tourism Satellite Account Analysis:

To be considered, please submit four (4) copies of your written bid proposal on or before October 4, 2013, 12:00 p.m. local time to:

*Mark G. Brodeur, Director
Rhode Island Economic Development Corporation, Tourism Division
315 Iron Horse Way, Suite 101
Providence, RI 02908*

Proposals must be sealed and packages clearly identified with the following: "**Tourism Satellite Account Analysis 2012/13: Rhode Island Tourism Division.**" Proposals received after specified time and date cannot be considered. If submitting proposals in person, package must be received in the RIEDC offices by the date and time above and signed in by an authorized employee of the Corporation.

► **Background**

The RIEDC/TD is the official state agency responsible for promoting domestic and international tourism to Rhode Island. It conducts a comprehensive marketing and communications effort aimed at expanding the state's \$5.73 billion tourism industry. The RIEDC/TD conducts the only marketing effort aimed at attracting visitors to all tourism regions of the state.

► **Description**

The RIEDC/TD seeks to continue their tourism research efforts by conducting a Tourism Satellite Account Analysis. These efforts have focused on defining and identifying the travelers to Rhode Island (RI), as well as understanding how those travelers are spending their tourist dollars within the state. Utilizing those details about tourist spending, the economic value of the industry can be quantified to the State of RI, as well as the employment, payroll and tax impact of that economic activity.

The Tourism Satellite Account Analysis final report is to follow the format of previous reports for inclusion of data points. Any suggested changes in format must include justification and RIEDC/TD approval. This document should explain how the vendor intends to perform analysis on the tourism industry for the calendar year 2012 and 2013.

► Scope of Work

- Domestic and international, business and leisure, traveler and tourist spending in RI, at the state level and at each of the 7 tourism regions within the state (spending details will include the following categories: accommodations, retail, food, entertainment and transportation).
- Visitation and category level expenditures for local residents residing within the traditional 50 mile radius defining tourism spending.
- Direct and indirect tourism supported employment, by industry, and comparing that total to the other primary industries within the state.
- Payroll for direct and indirect employees in RI tourism industry.
- Federal, state and local tax revenues generated by tourism activity in RI.
- The economic value of tourism in RI as compared to the U.S., and other industries within RI, in comparable economic terms.
- Results for the 2012/2013 calendar year will be compared to the previously delivered results for calendar year 2010
- Report shall be supplied in PowerPoint format.
- Vendor will present the result to industry group.

The Review Panel shall utilize the following minimum criteria to score proposals:

- **COST** – project must be supported by advertising revenue generated by vendor.
- **ABILITY TO PERFORM** – vendor's ability to perform scope of work based on prior experience with similar projects; evaluation of provider's facilities, references and staff experience
- **SCOPE OF WORK** – demonstrated ability to deliver the project on schedule. Examples should be given. Understands the scope of the project through concise description of methods, procedures and personnel vendor intends to employ for management and operation of the project

► Proposal Submissions

- All information requested must be submitted. Failure to submit this information at time of bid will render your proposal non-compliant and will result in a disqualification.
- Proposals shall provide a thorough description of its plans and approach – including methodology details - for accomplishing the requirements Scope of Services.
- The proposal shall include all pricing information relative to performing the scope of services described in this RFP. No payment can be made on a cost-plus-a-percentage basis (net only). Monthly invoices are to be submitted, itemized as defined by RIEDC/TD. State payment terms are net 30.
- Proposals should be as thorough and detailed as possible so that RIEDC/TD may properly evaluate the capabilities to provide the required services. The State of Rhode Island will not be responsible for expenses incurred in preparing this proposal and such costs associated with it should not be included.
- Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.

- All copies must remain at RIEDC/TD and will be available for public inspection and disclosure subsequent to the awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. Proposals shall be signed by an authorized representative of the interested vendor.

► Financial Administration & Contract Upon Award

Upon award of the bid, the successful vendor shall enter into an operational Memorandum of Understanding (MOU) with the RIEDC/TD outlining the full terms and conditions to be valid for the duration of the project. This MOU shall clearly outline definitions, responsibilities, liabilities, staff appointments and schedules for each of the parties.

RIEDC/TD reserves the right to reject any and all proposals received. All proposals should address in narrative format how the specific objectives and content considerations will be met by the provider, and should include mock-ups or samples of proposed layouts, paper samples, etc. A brief history of the respondent's organization, along with resumes and job descriptions of key personnel and subcontractors should also be included.

► RFP Deadline

Proposals must be received by the RIEDC on or before 12:00 noon, October 4, 2013.
Please submit to:

The Rhode Island Economic Development Corporation/Tourism
315 Iron Horse Way, Suite 101
Providence, RI 02908
Attn: Tourism Satellite Account Analysis RFP

Please forward any questions regarding this RFP by September 23, 2013, 4:00 pm via e-mail to: mbrodeur@riedc.com. Questions will not be considered unless submitted in writing as directed. No telephone calls accepted. Answers to questions will be posted by September 25, 2013, 4:00pm at <http://www.riedc.com/government/rfp-rfq-rfi.php>.

Proposals submitted after the due date and time will not be considered, no exceptions.

► Schedule of RFP Process and Project Timeline

Advertisement of RFP:	September 17, 2013
Questions Deadline:	September 23, 2013
Questions & Answers Posted:	September 25, 2013
Proposals due:	by October 4, 2013, 12:00 p.m.